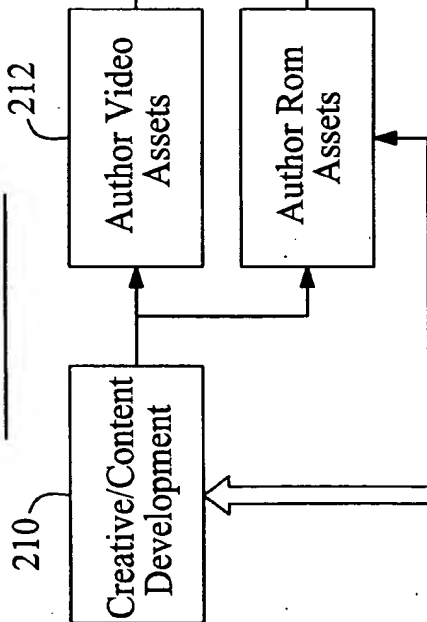
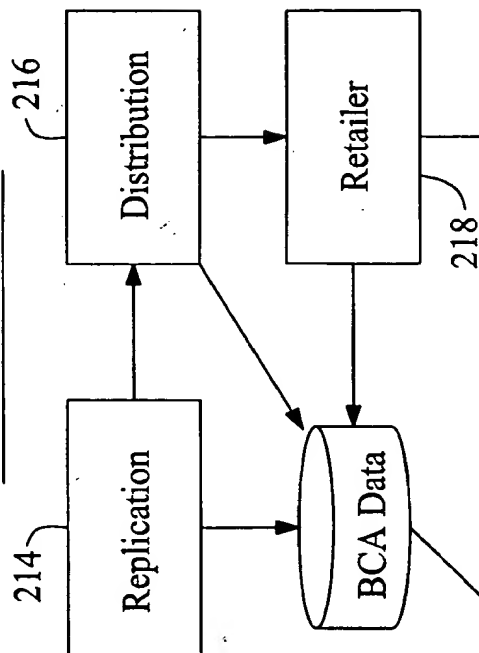


FIGURE 1

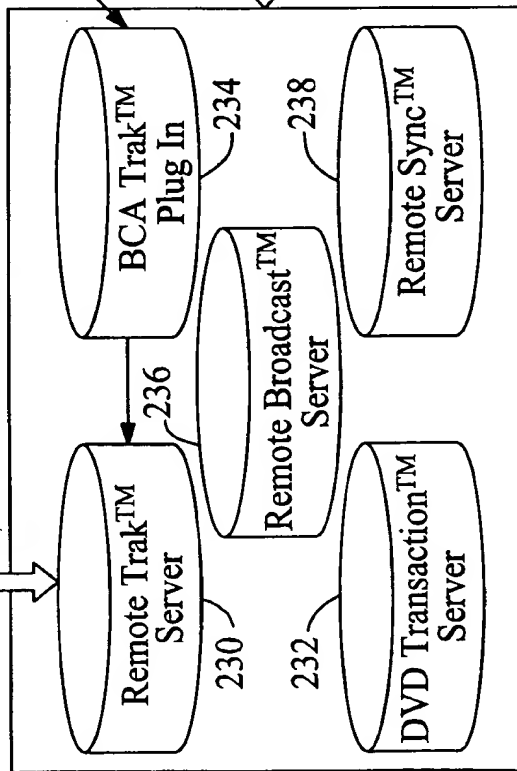
1. Author



2. Distribute



4. Market



3. Consume

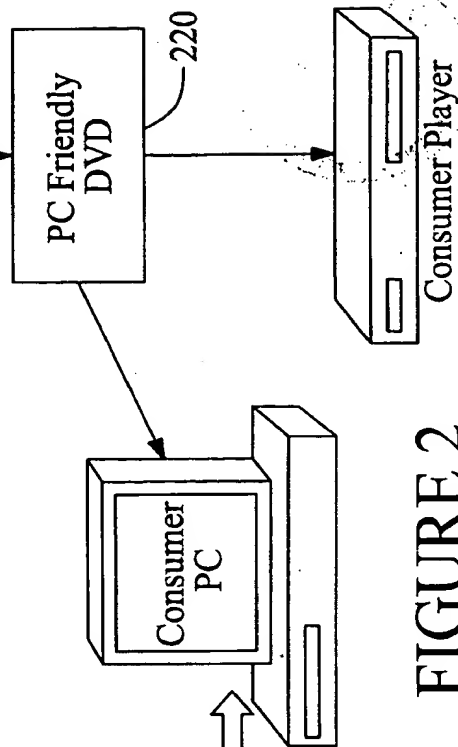


FIGURE 2

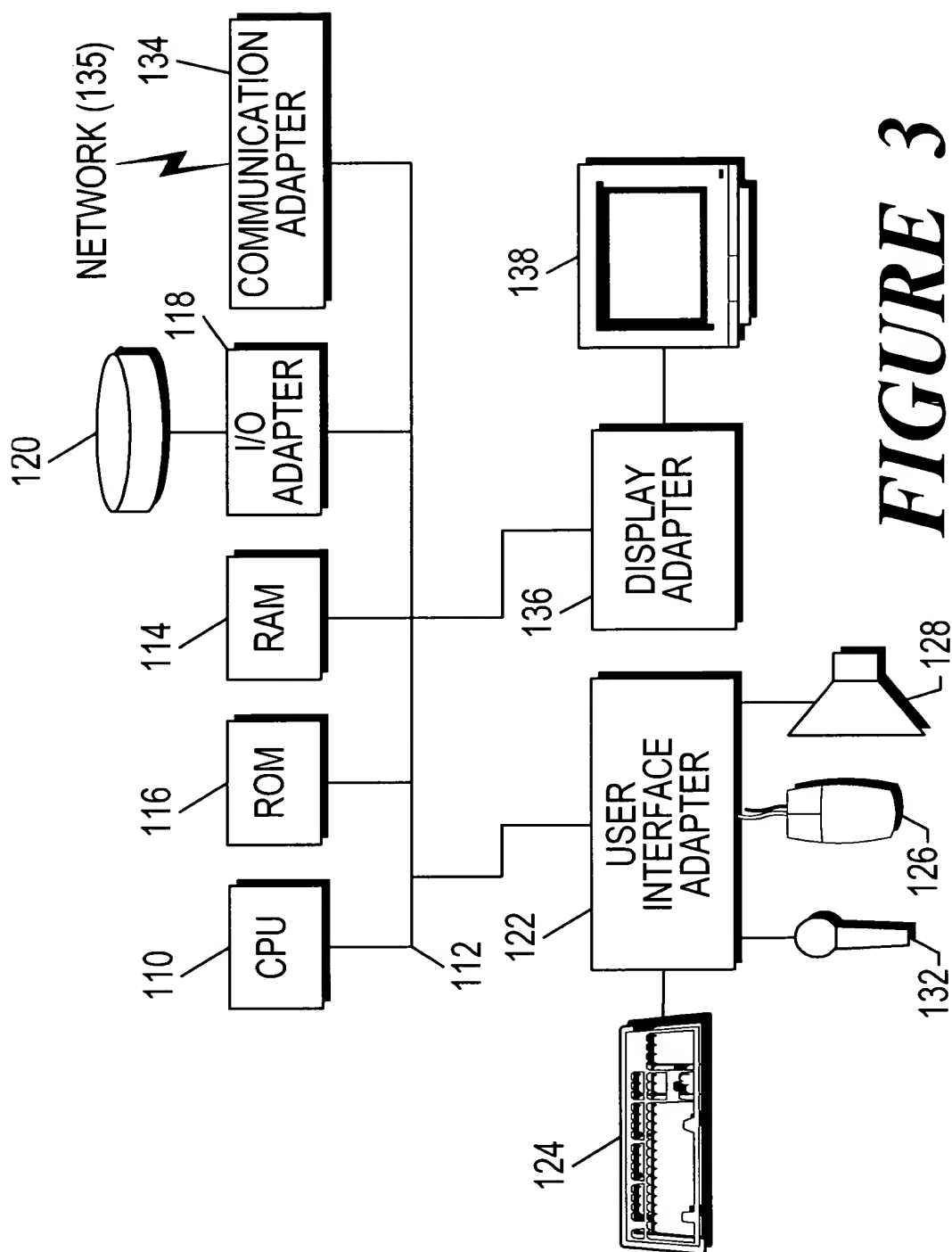


FIGURE 3

DVD life Cycle (pre-InterActual)

Overview:

- 1) Very similar life cycle to a video cassette: video is authored, distributed to retail centers/outlets, purchased by consumer for playback on TVs.
- 2) Linear life cycle: No further contact with consumer.

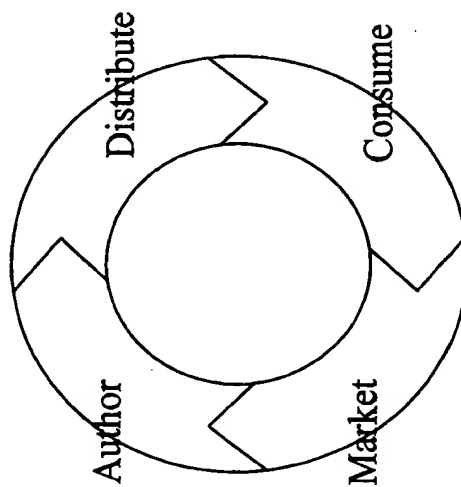


FIGURE 4

DVD life Cycle (w/InterActual's Software)

Overview:

- 1) PC market offers a completely new phase to DVD's life cycle: marketing. Motivating PC consumers to purchase and interact with DVDs provides for additional branding and direct marketing opportunities online.
- 2) Performance and usage information collected online can be used to influence content creation process - turning the linear life span into a cyclical one.
- 3) Internet can be used to deliver new content.



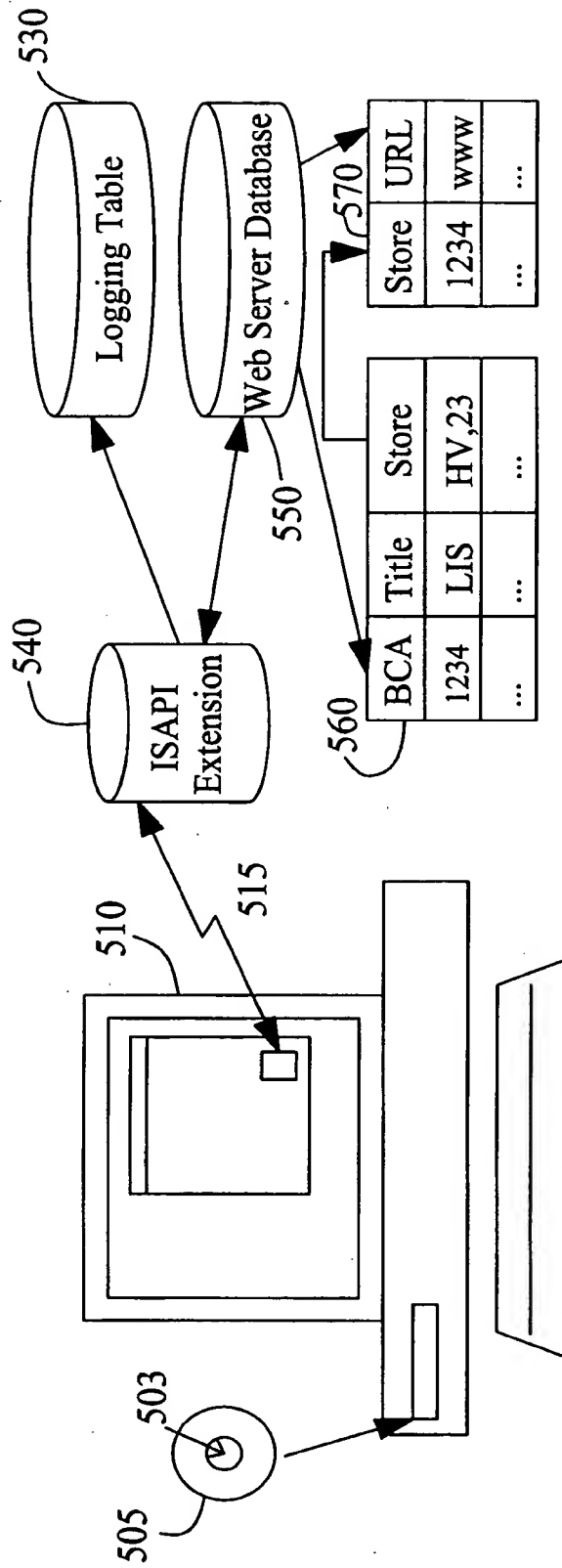


FIGURE 5

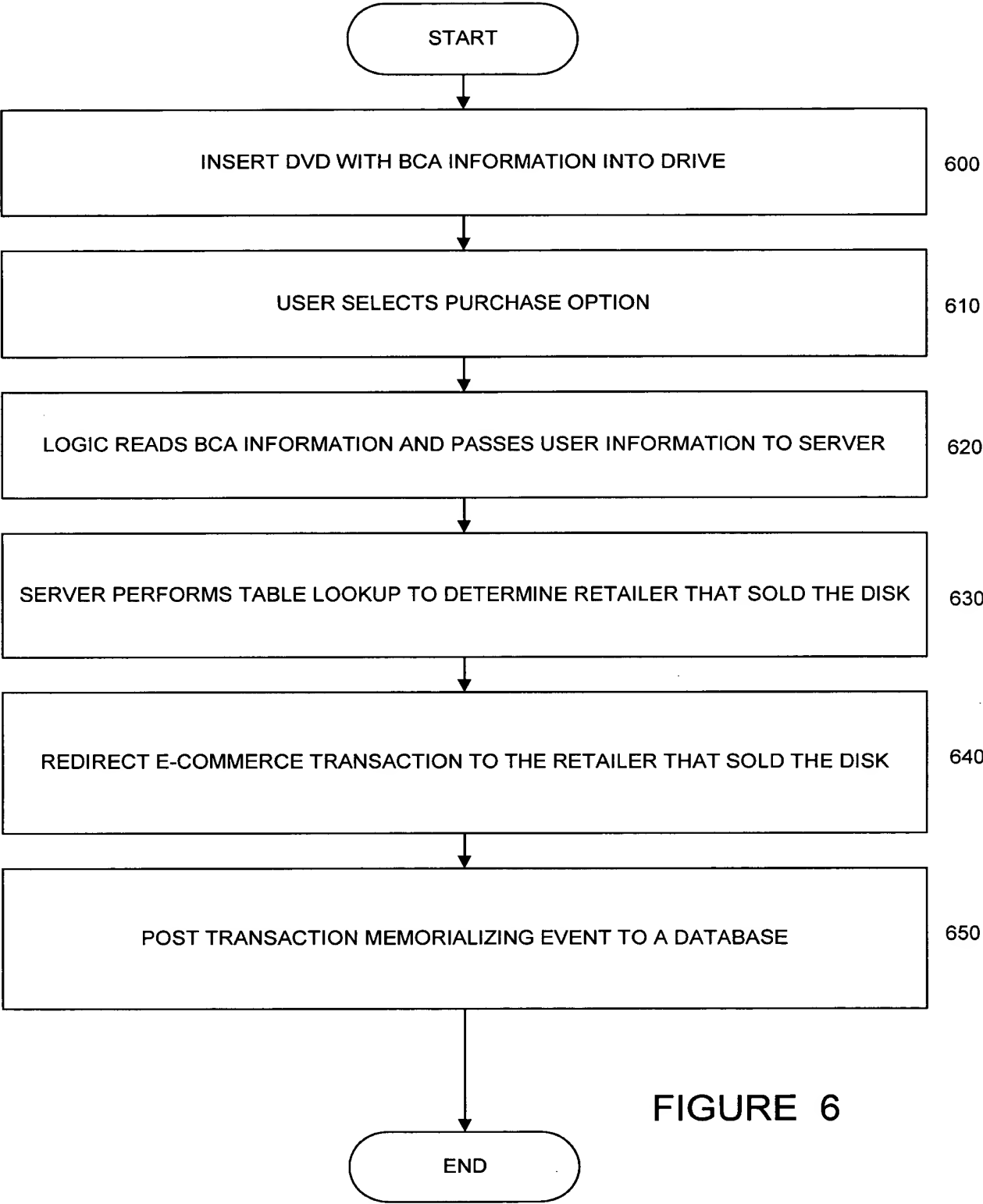


FIGURE 6

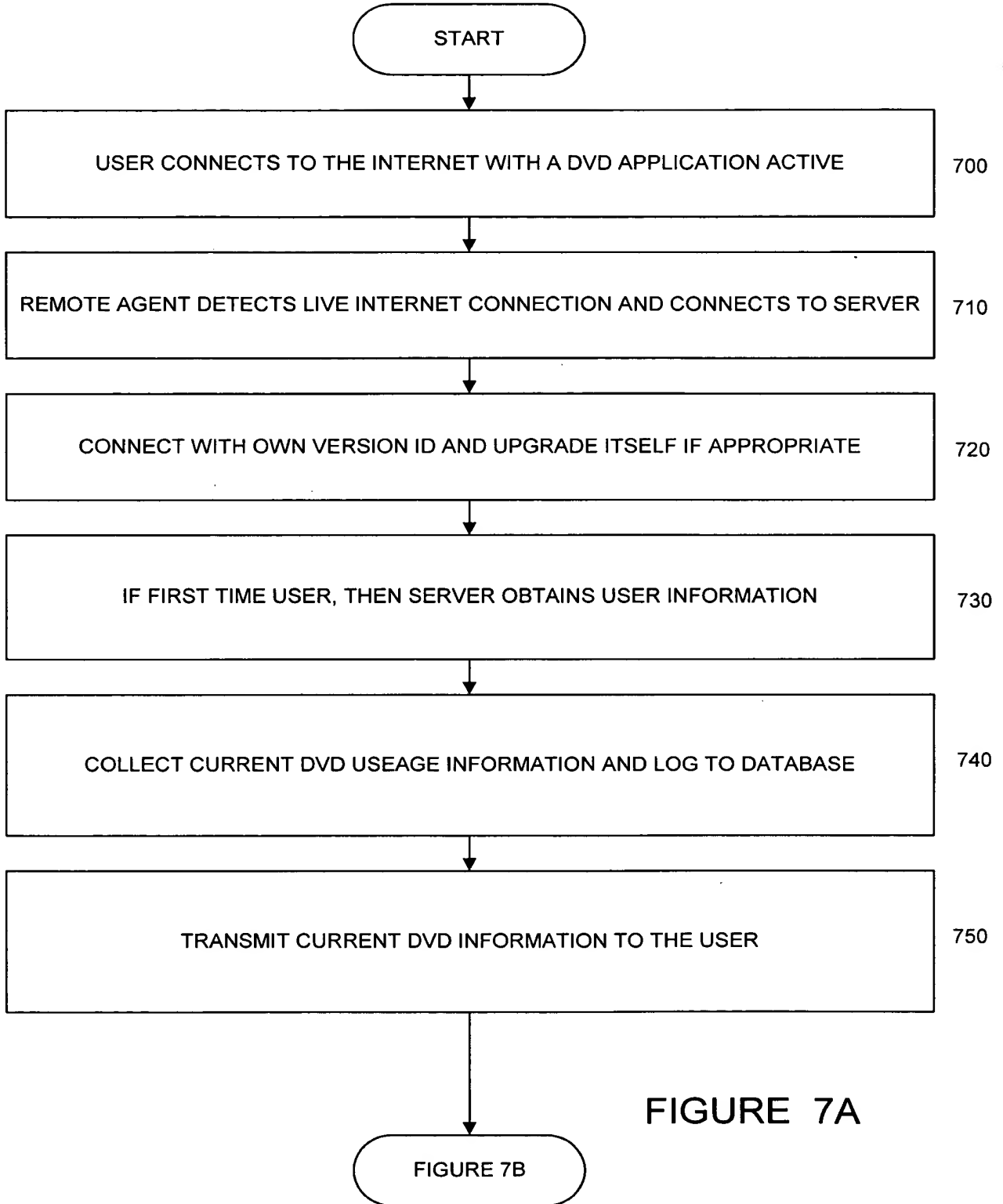


FIGURE 7A

667240 20250226

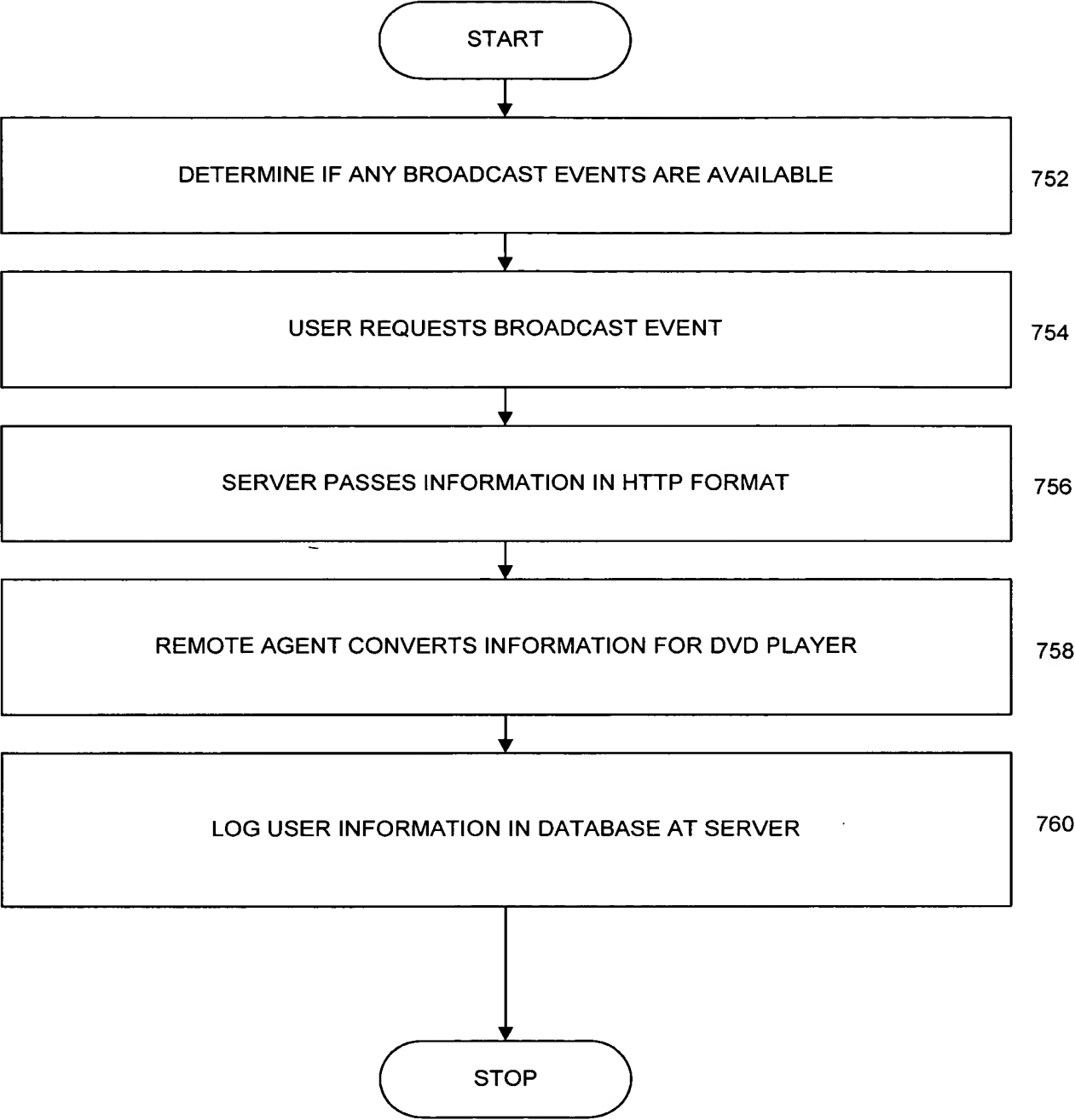


FIGURE 7B

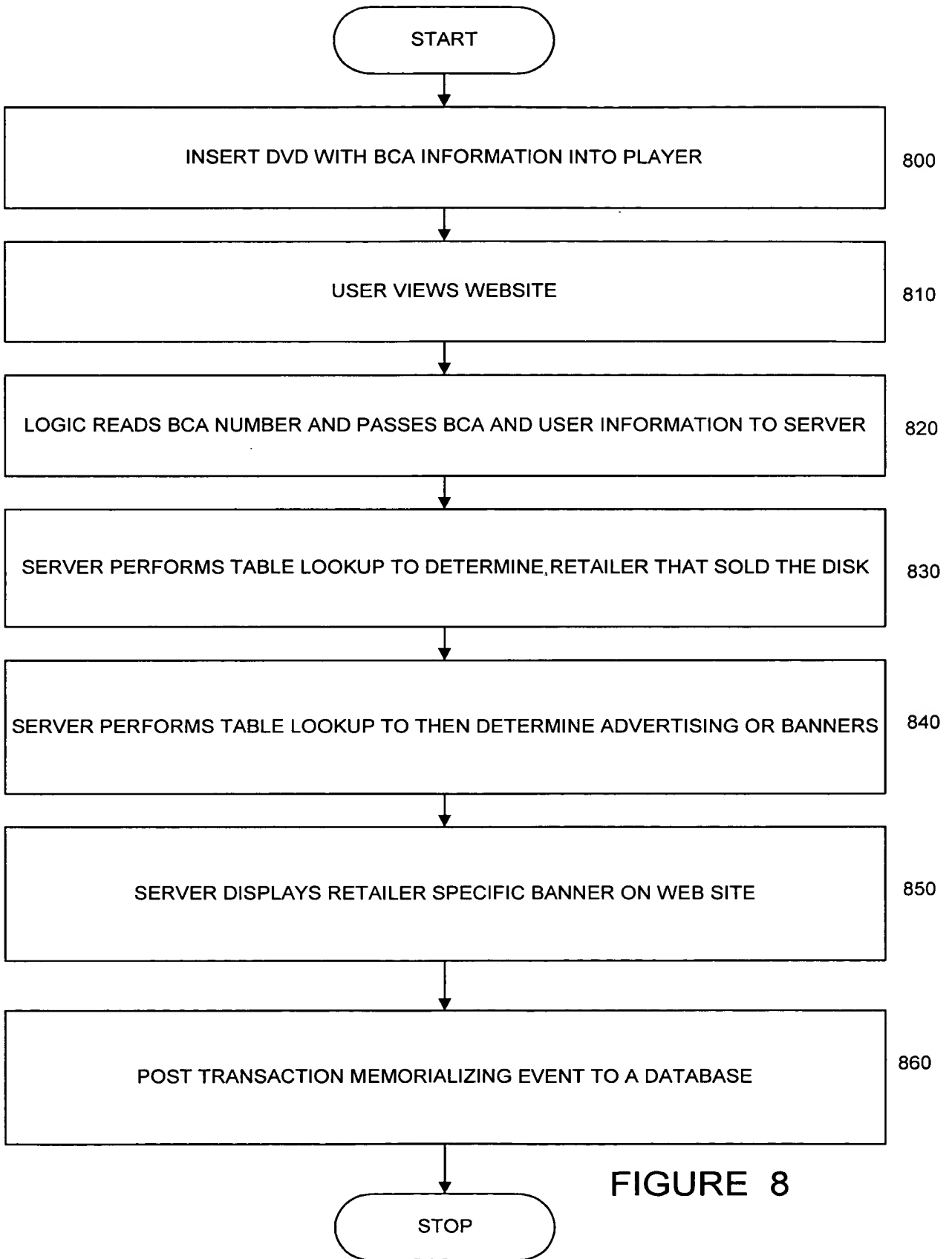


FIGURE 8

09/24/2009 10:40:00

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

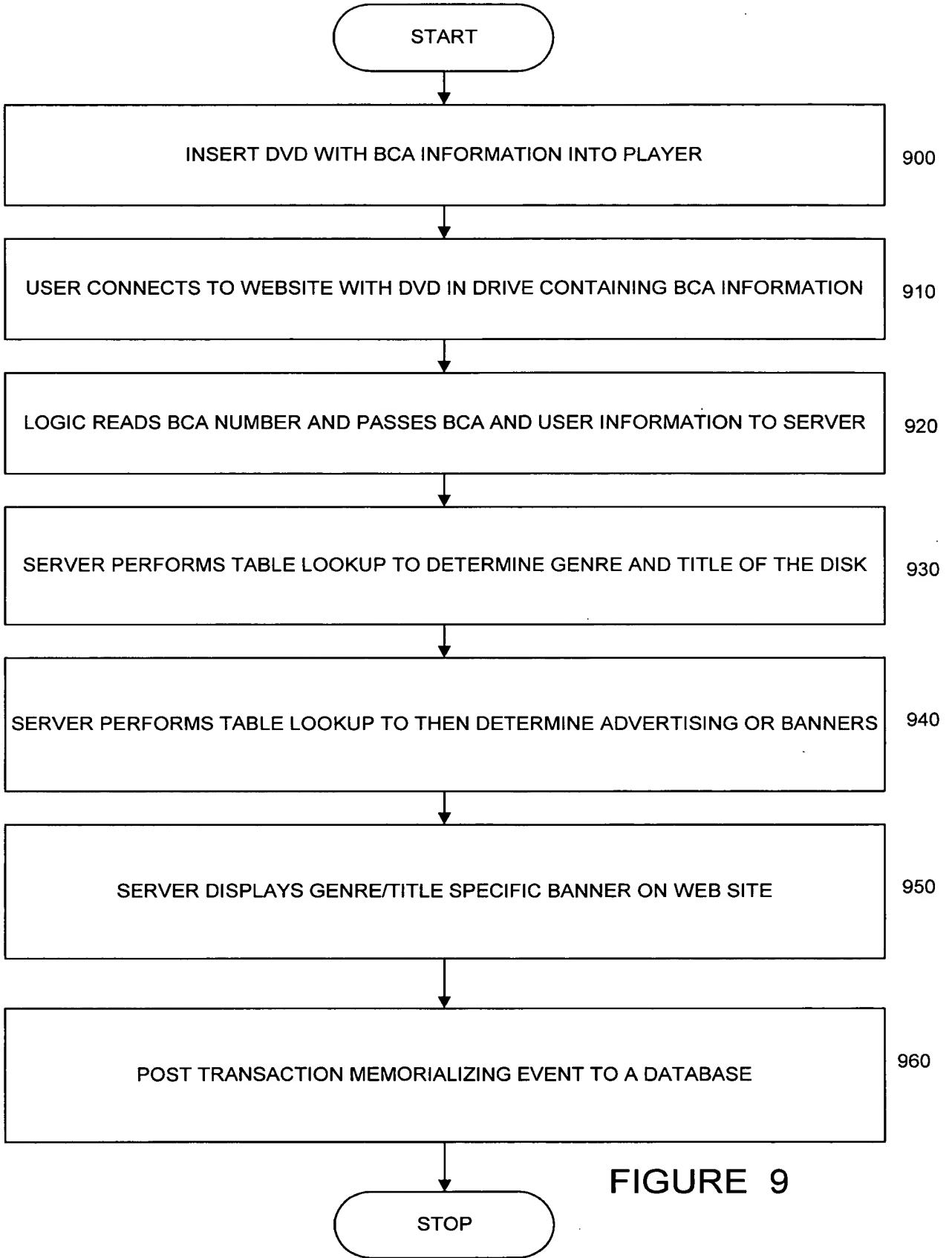


FIGURE 9

661240" 20296260

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

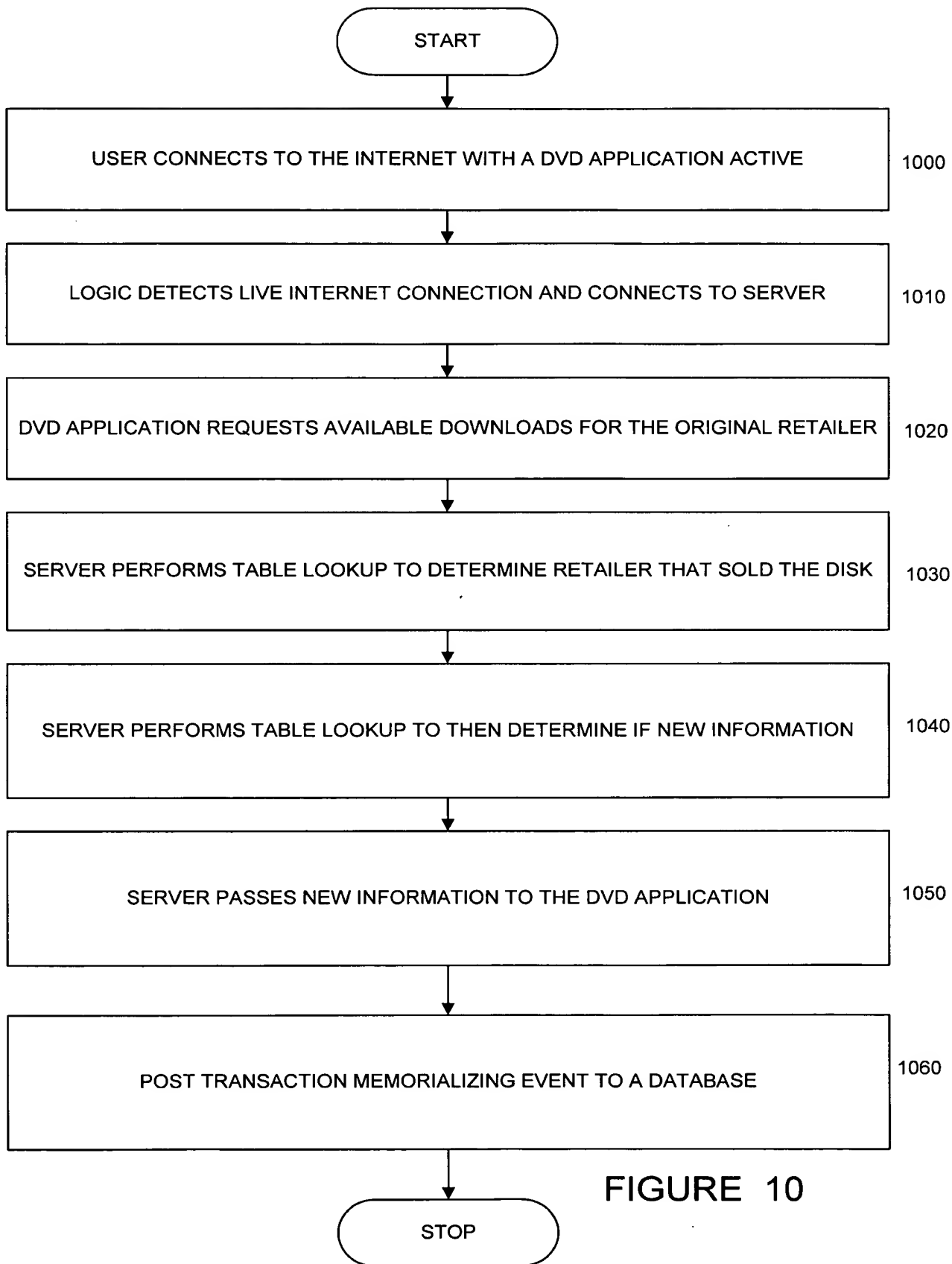


FIGURE 10

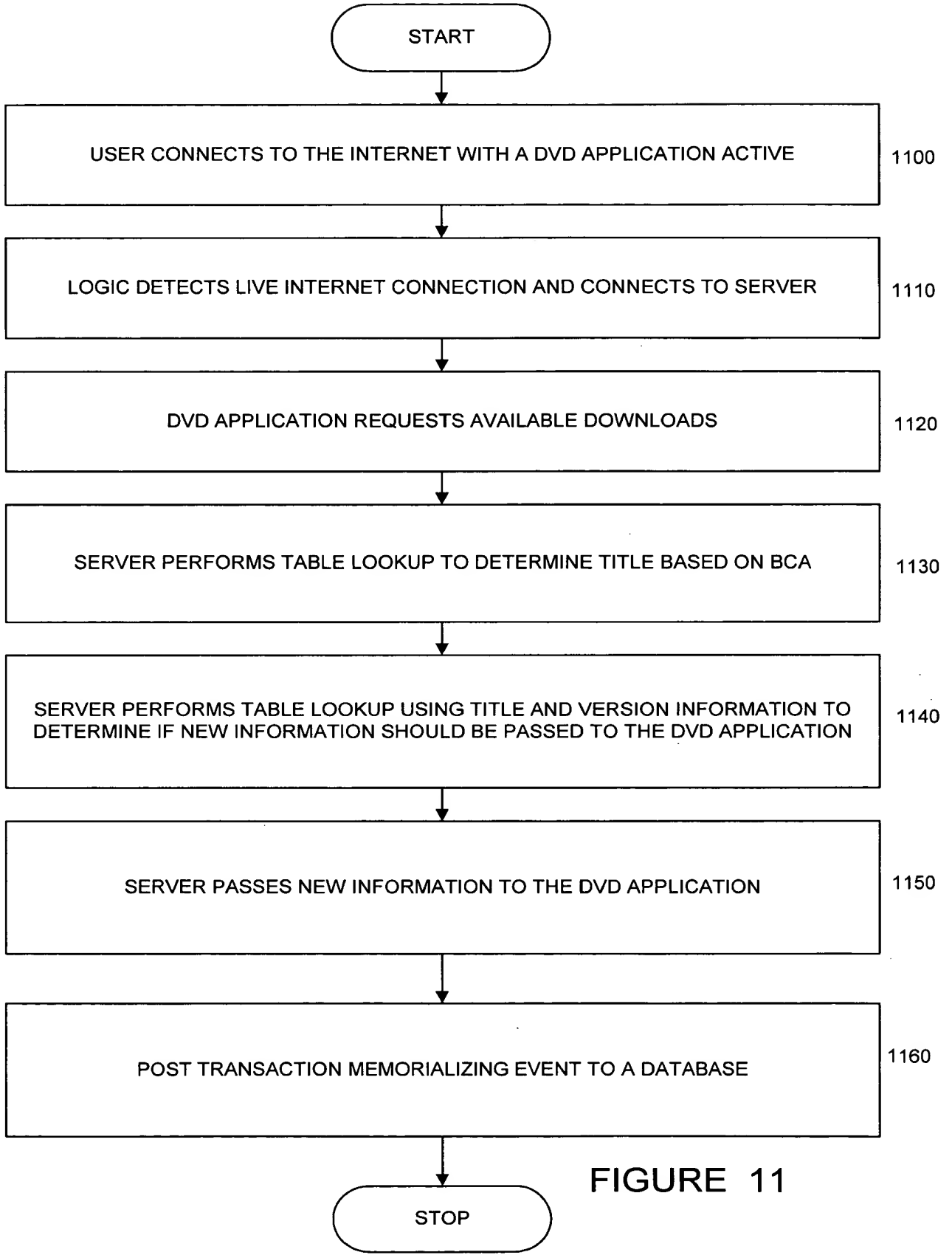


FIGURE 11

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

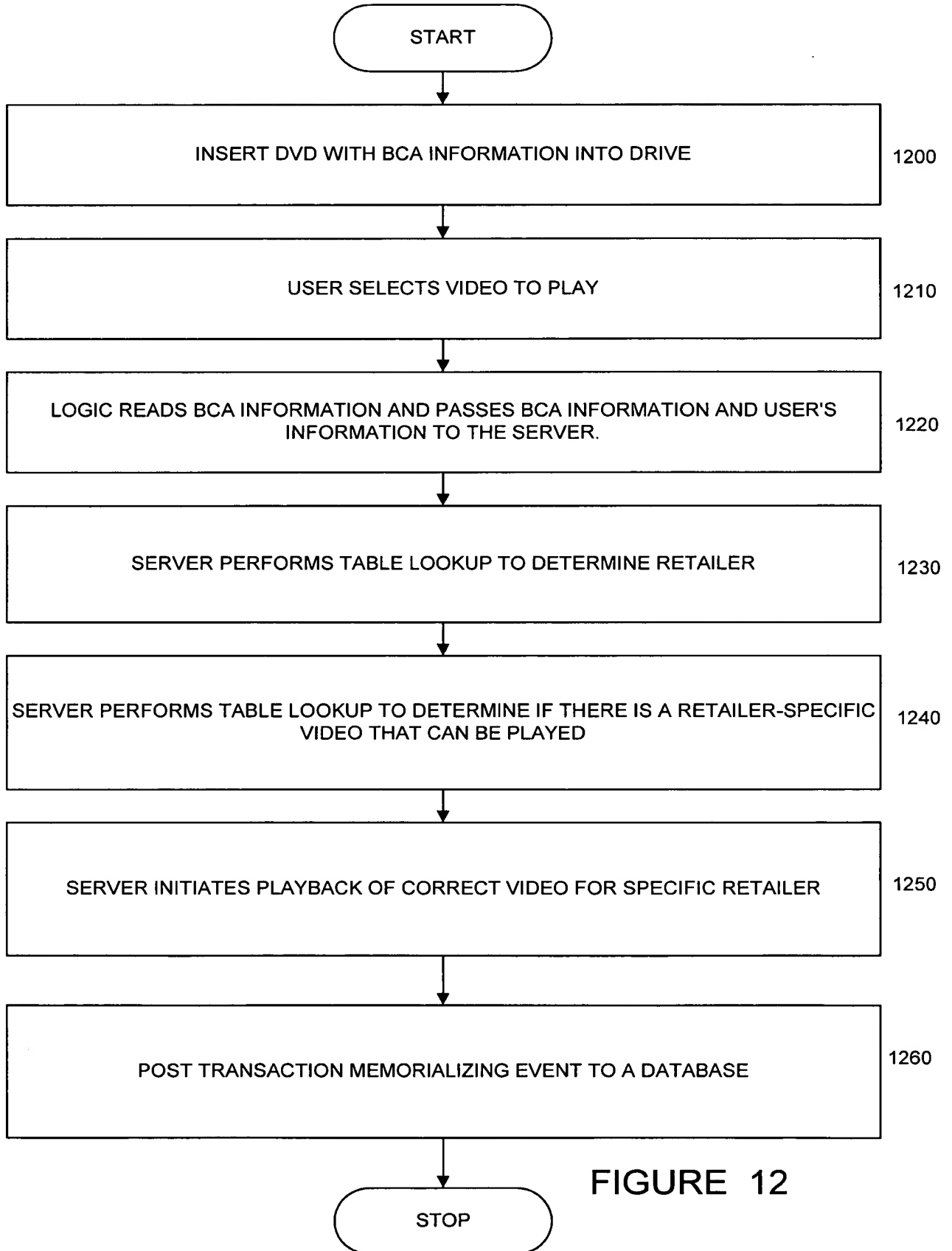


FIGURE 12

667240" 20250250

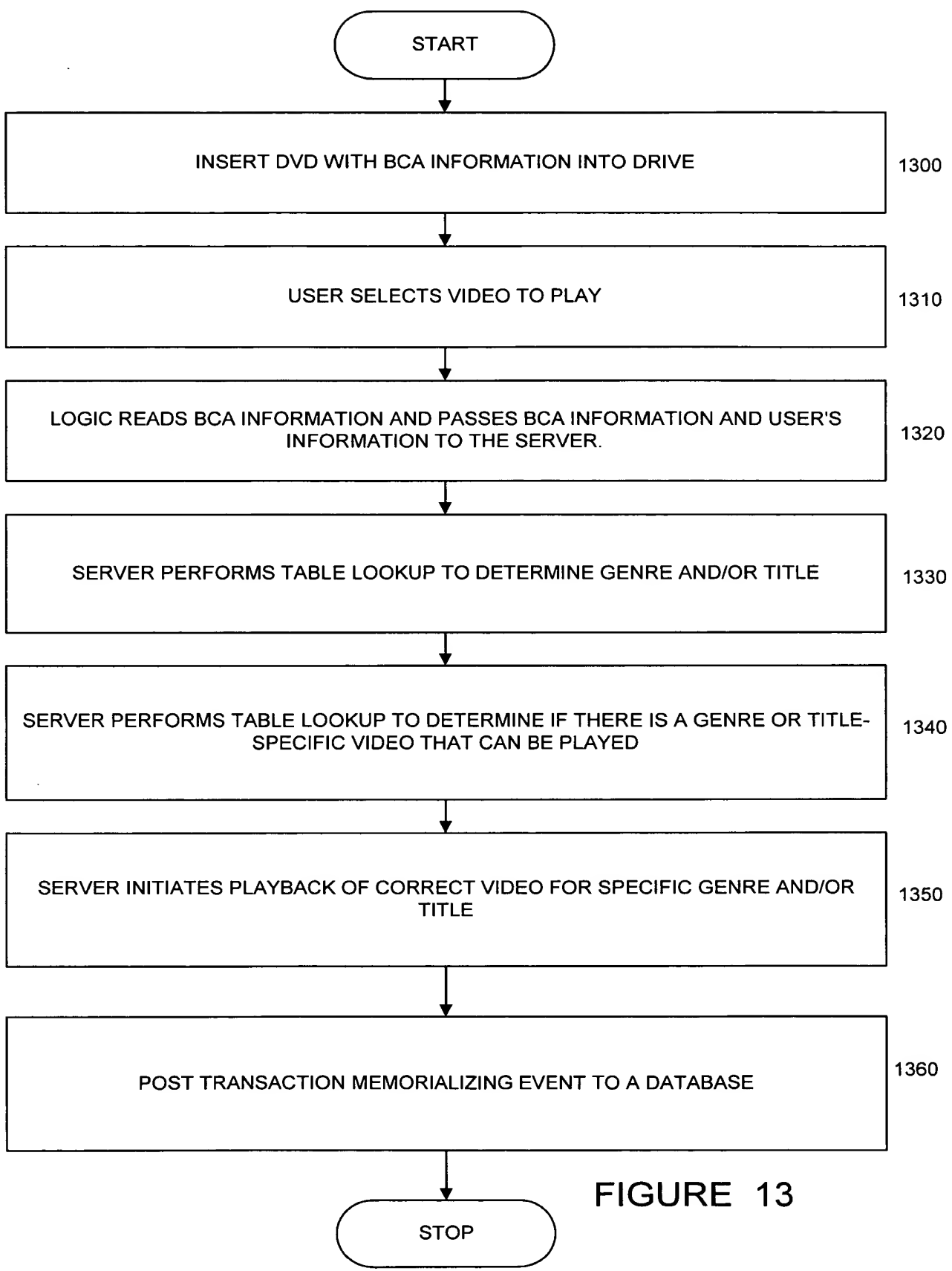


FIGURE 13

66T240" 20296260

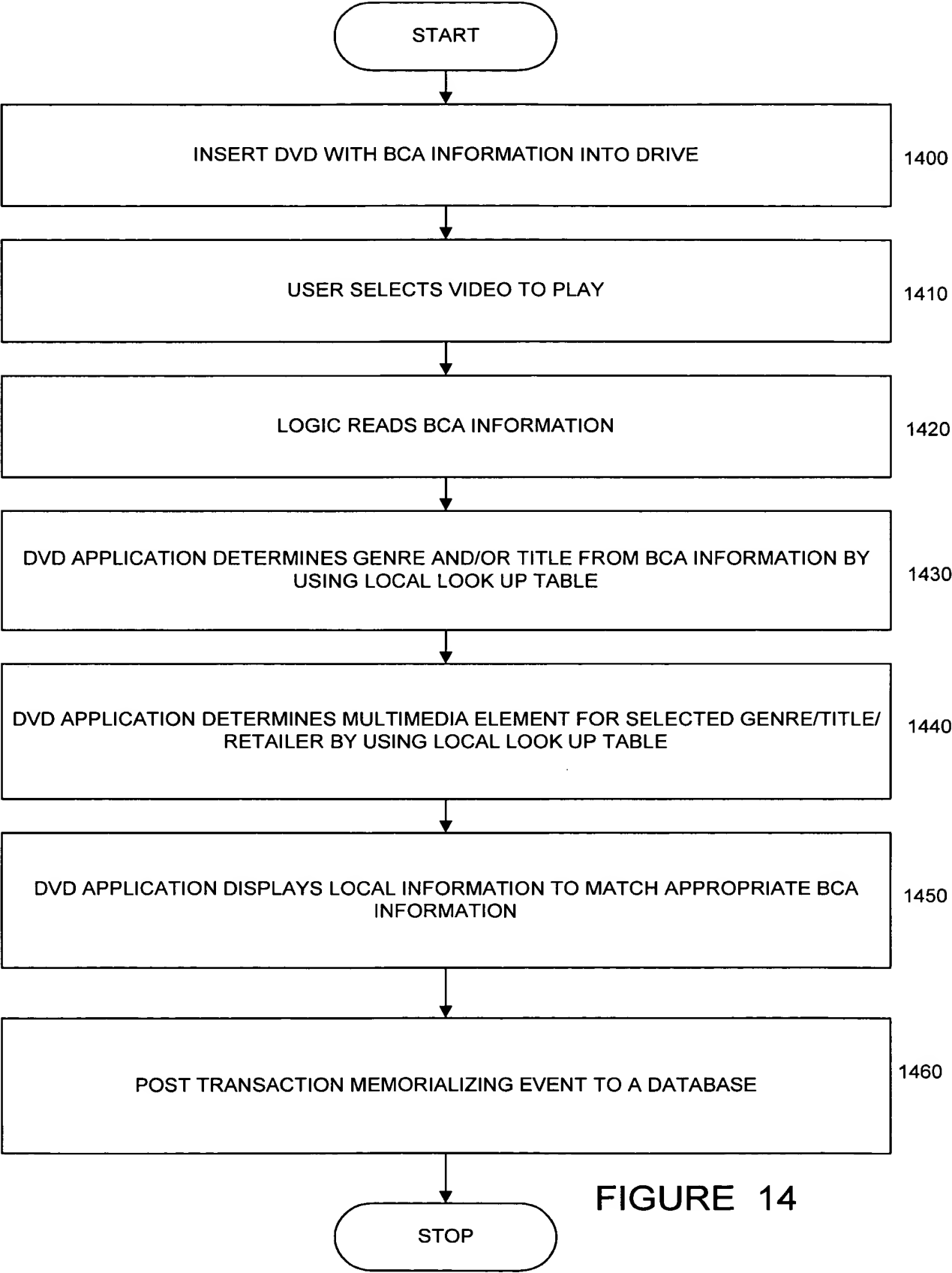


FIGURE 14

66740" 20230260

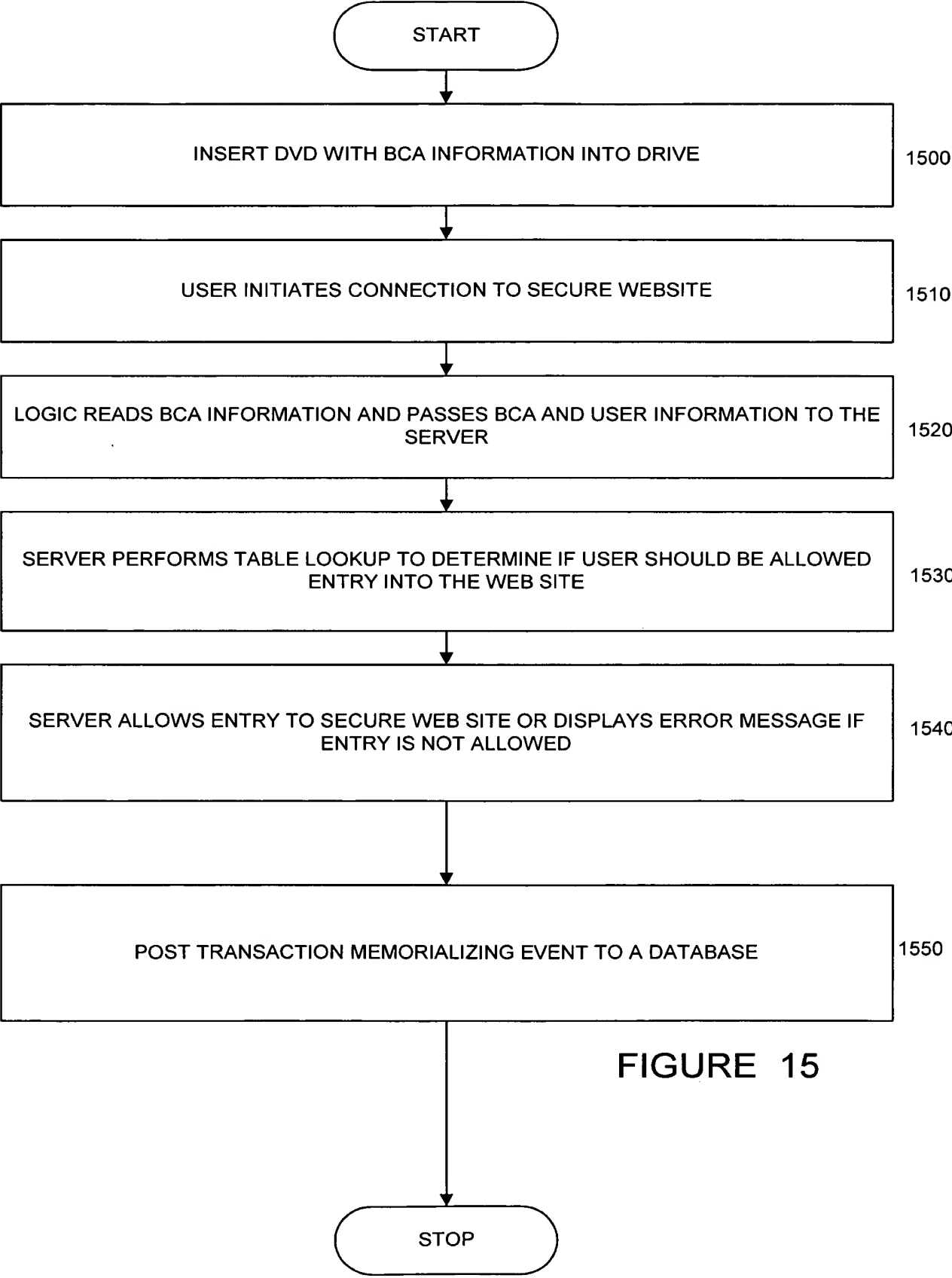


FIGURE 15

66740" 20296260

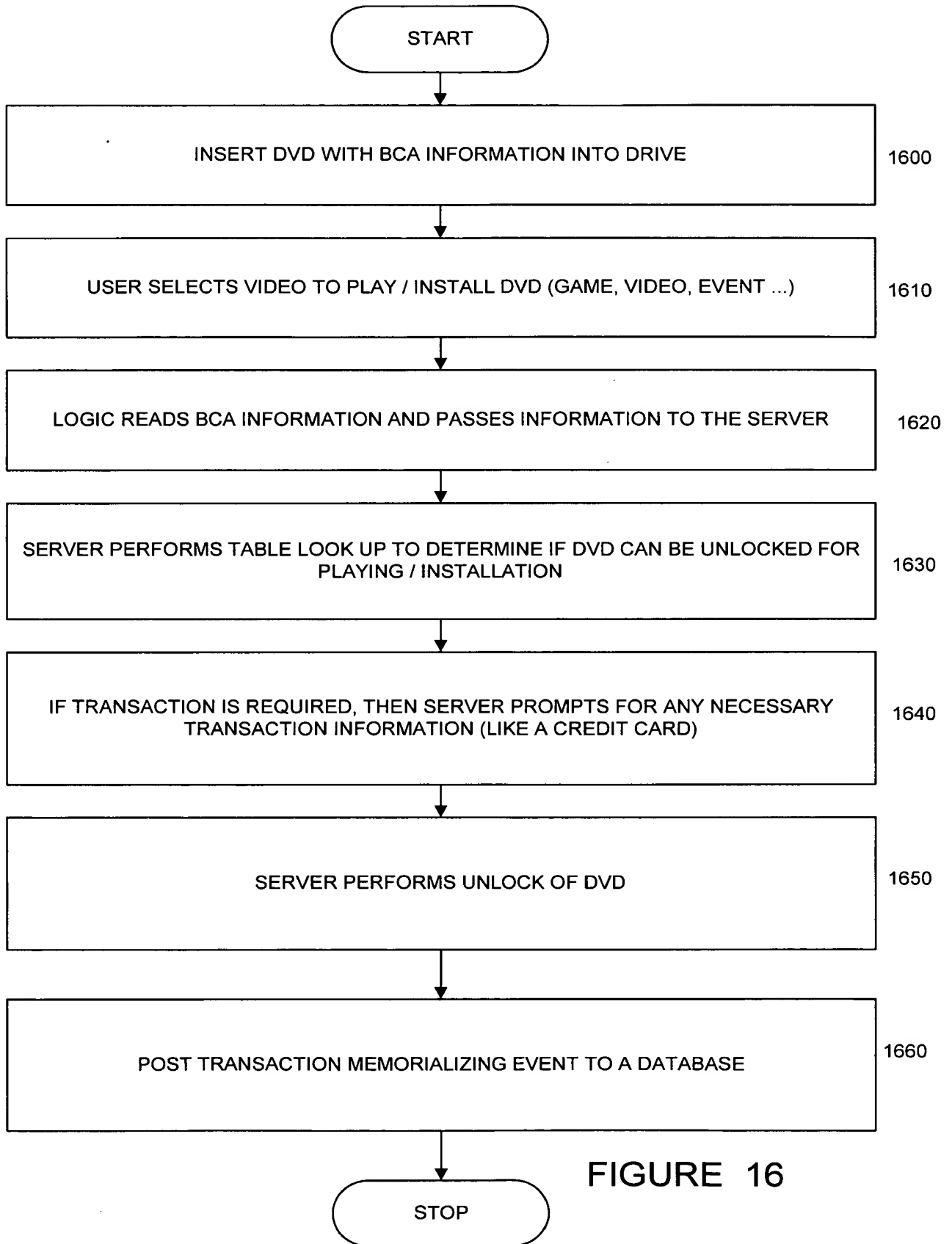


FIGURE 16

66740-20290260

661240" 20236260

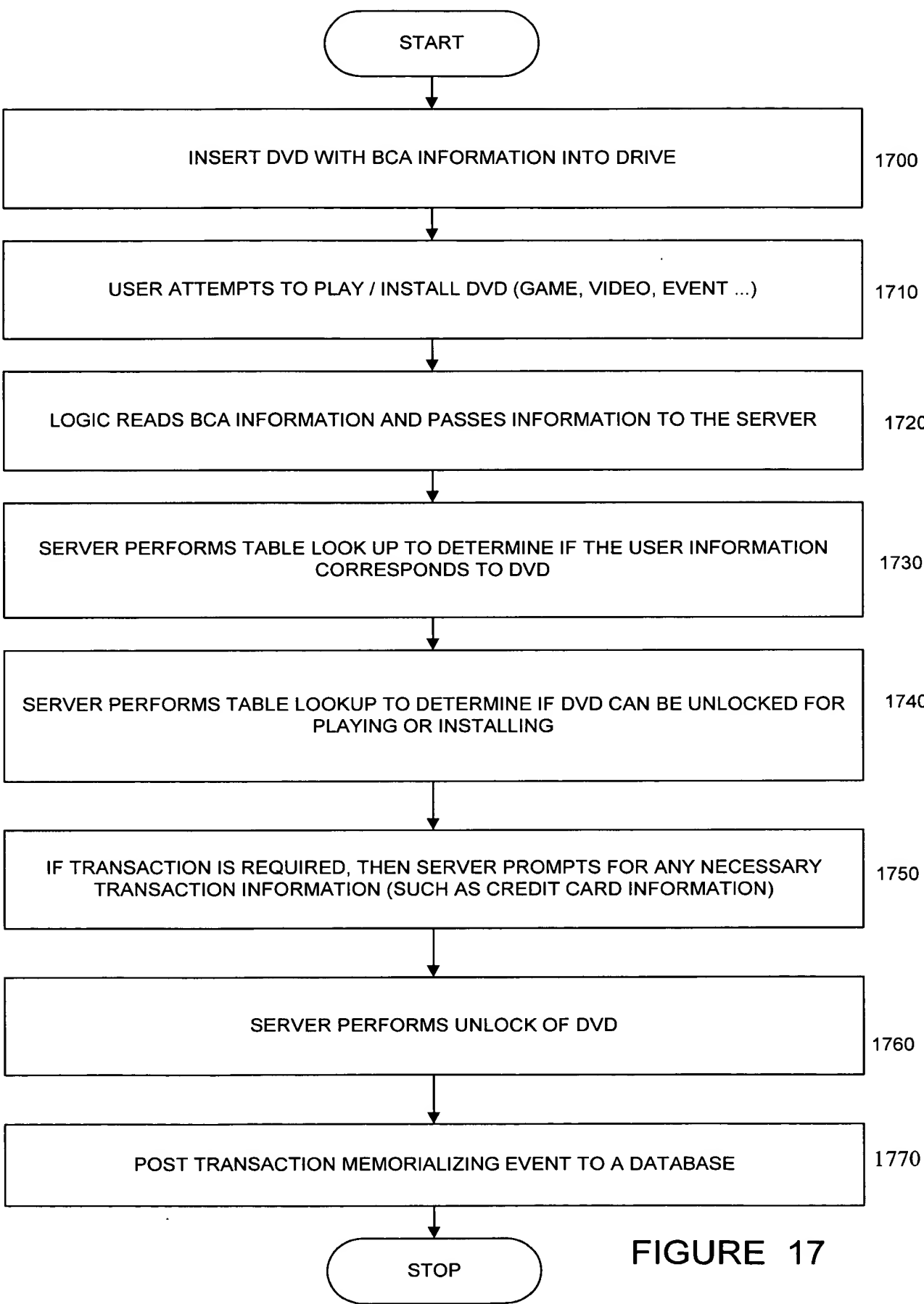


FIGURE 17

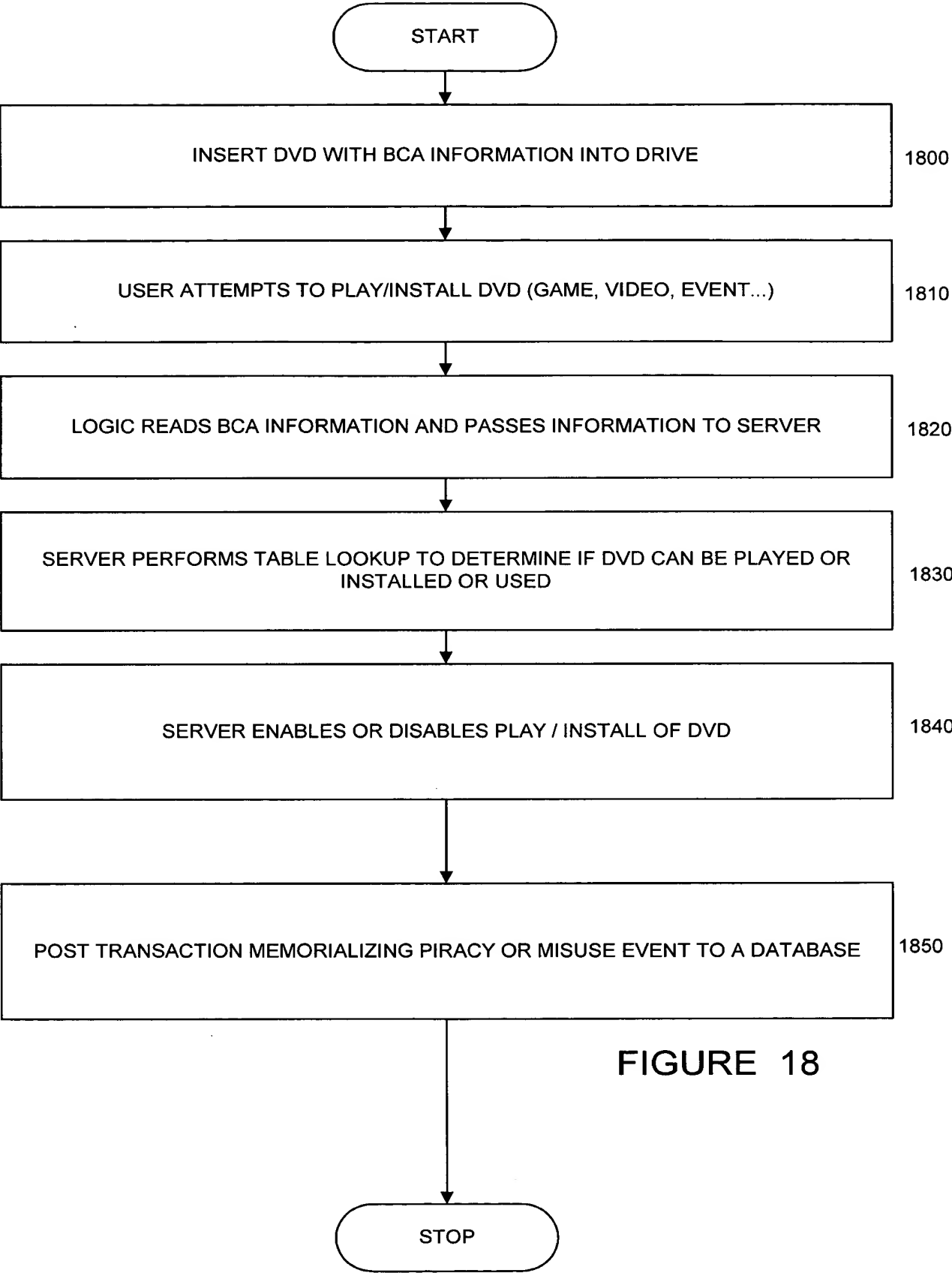


FIGURE 18

09206200.04249
66T240" 202902260

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

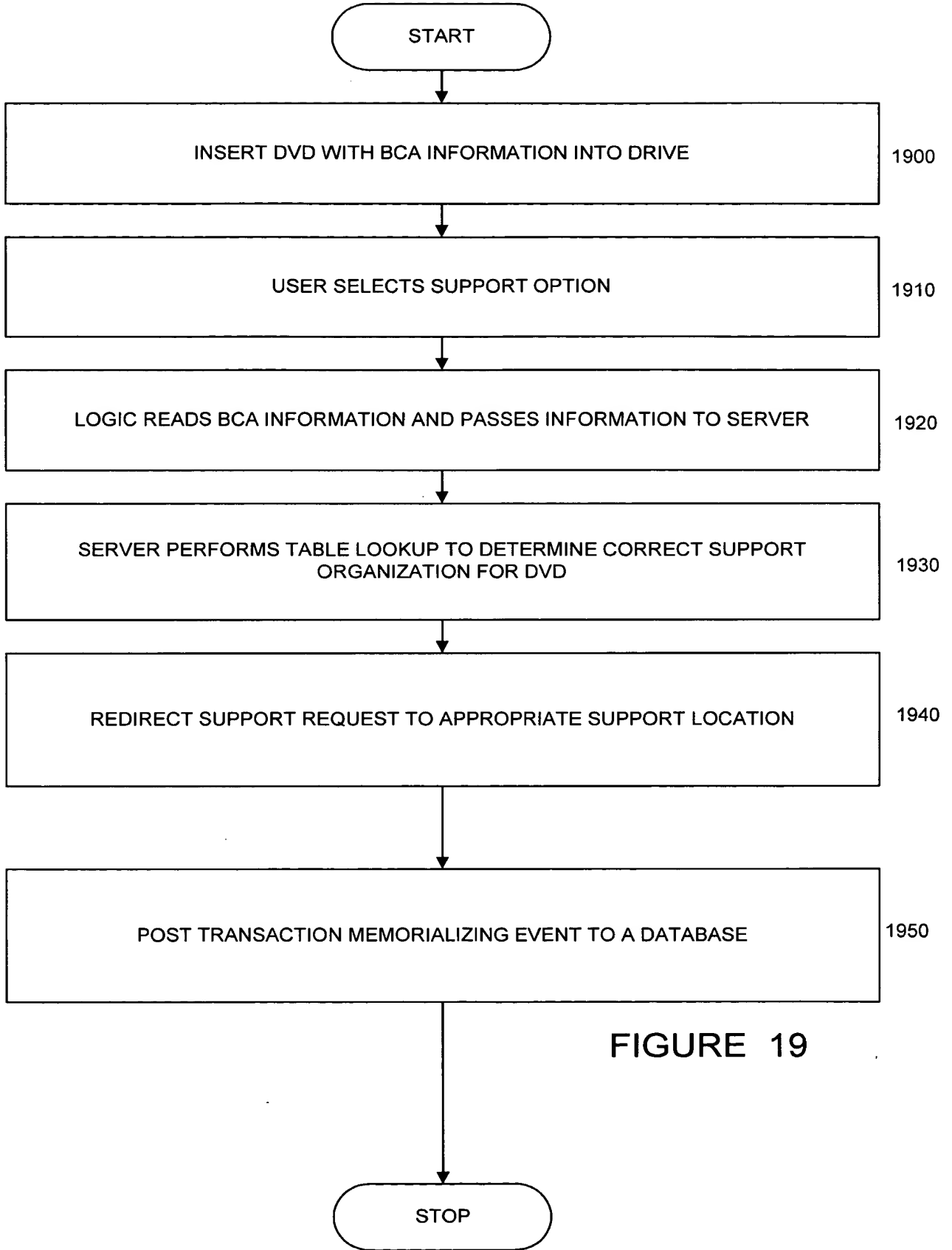


FIGURE 19

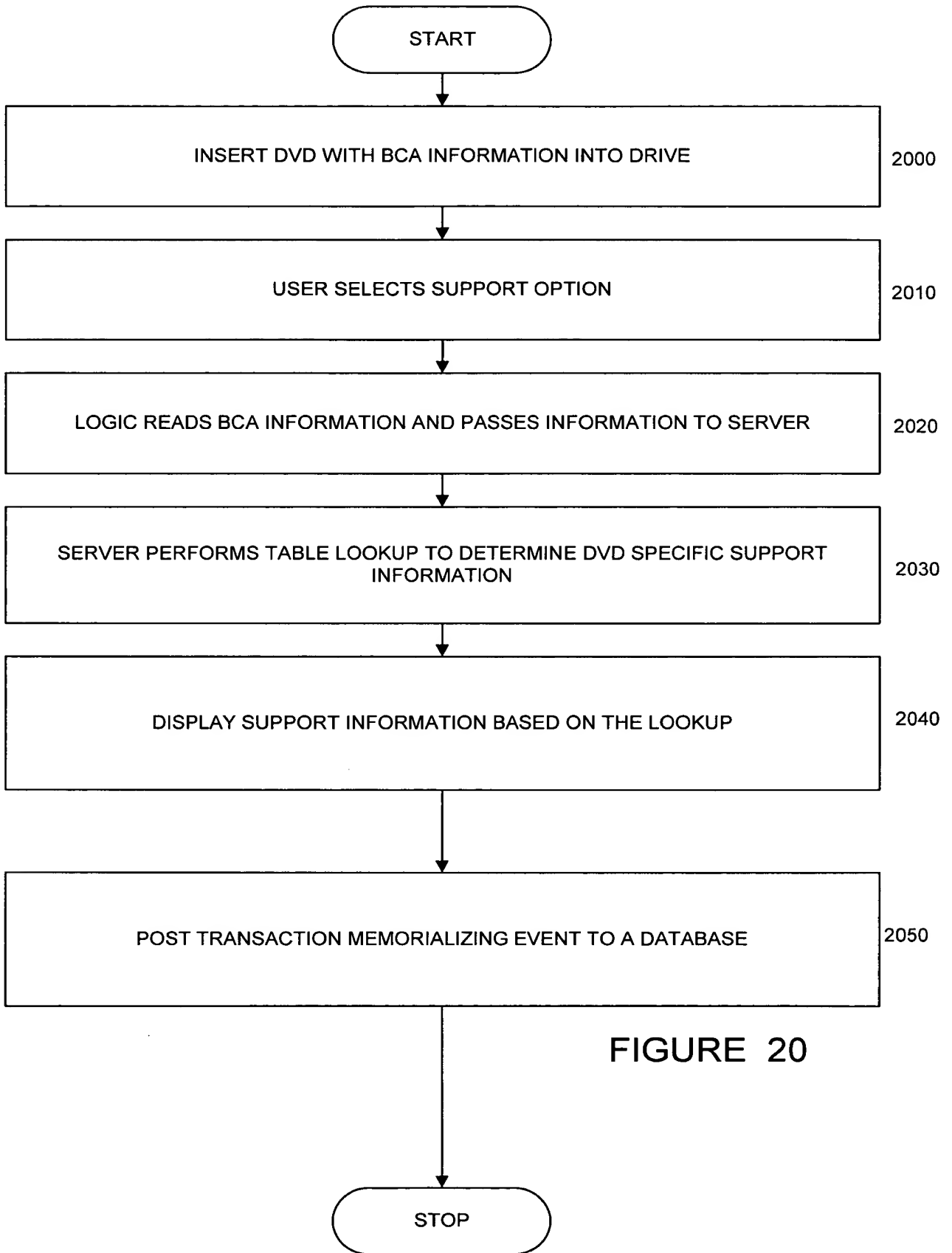


FIGURE 20

09296200.0419
66T2H0 20296260

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

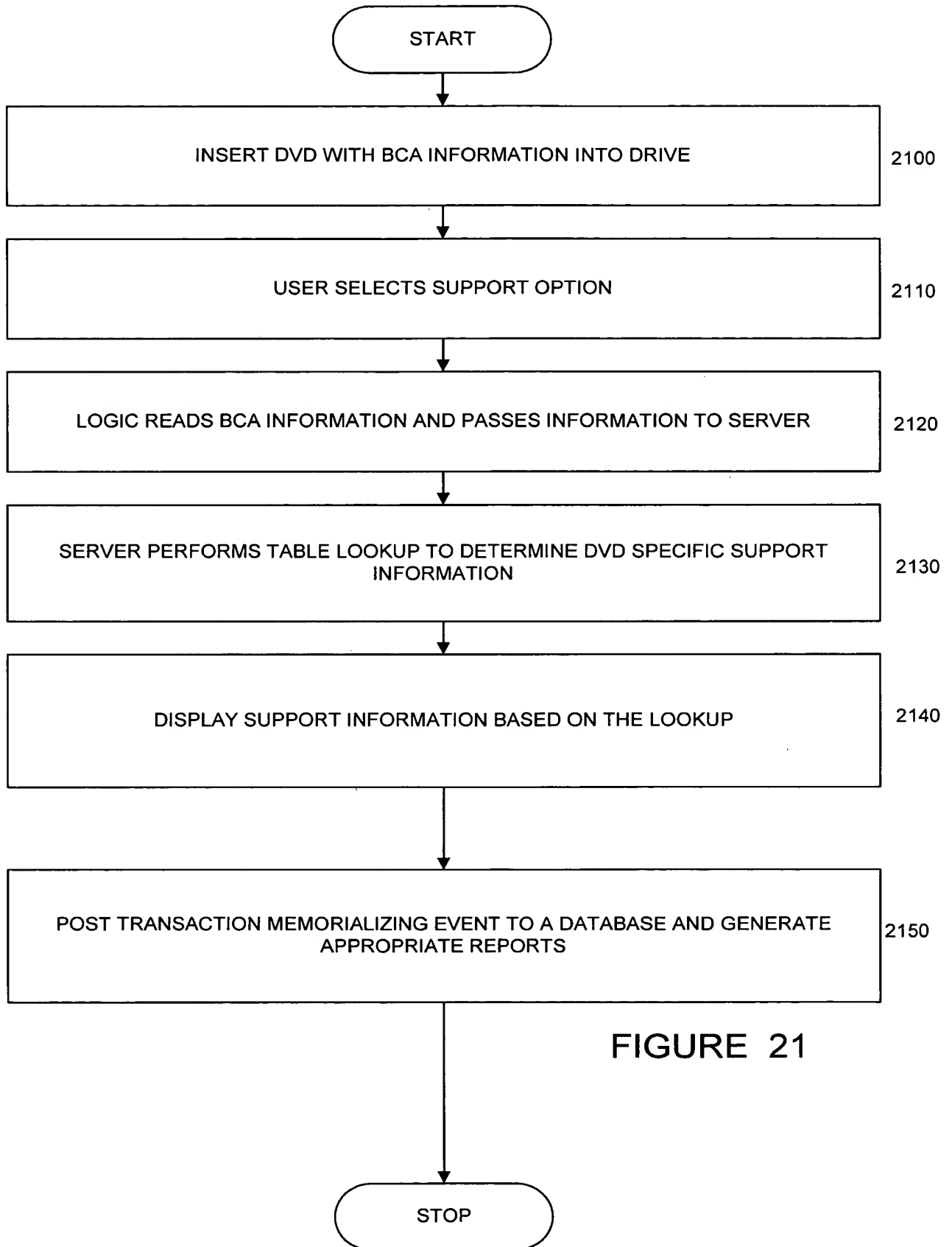


FIGURE 21

667240" 20296260

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

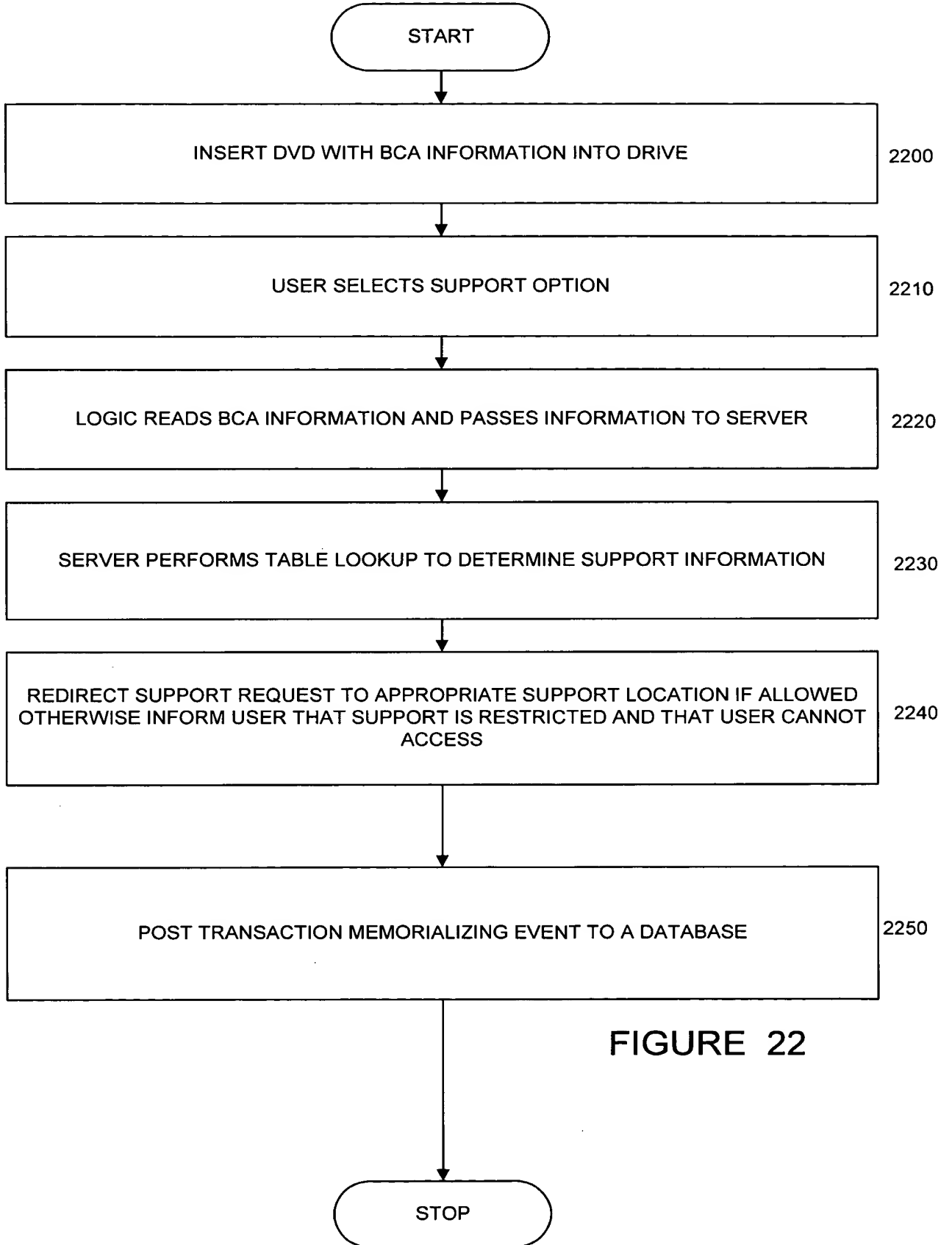


FIGURE 22

66F40" 20296260

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

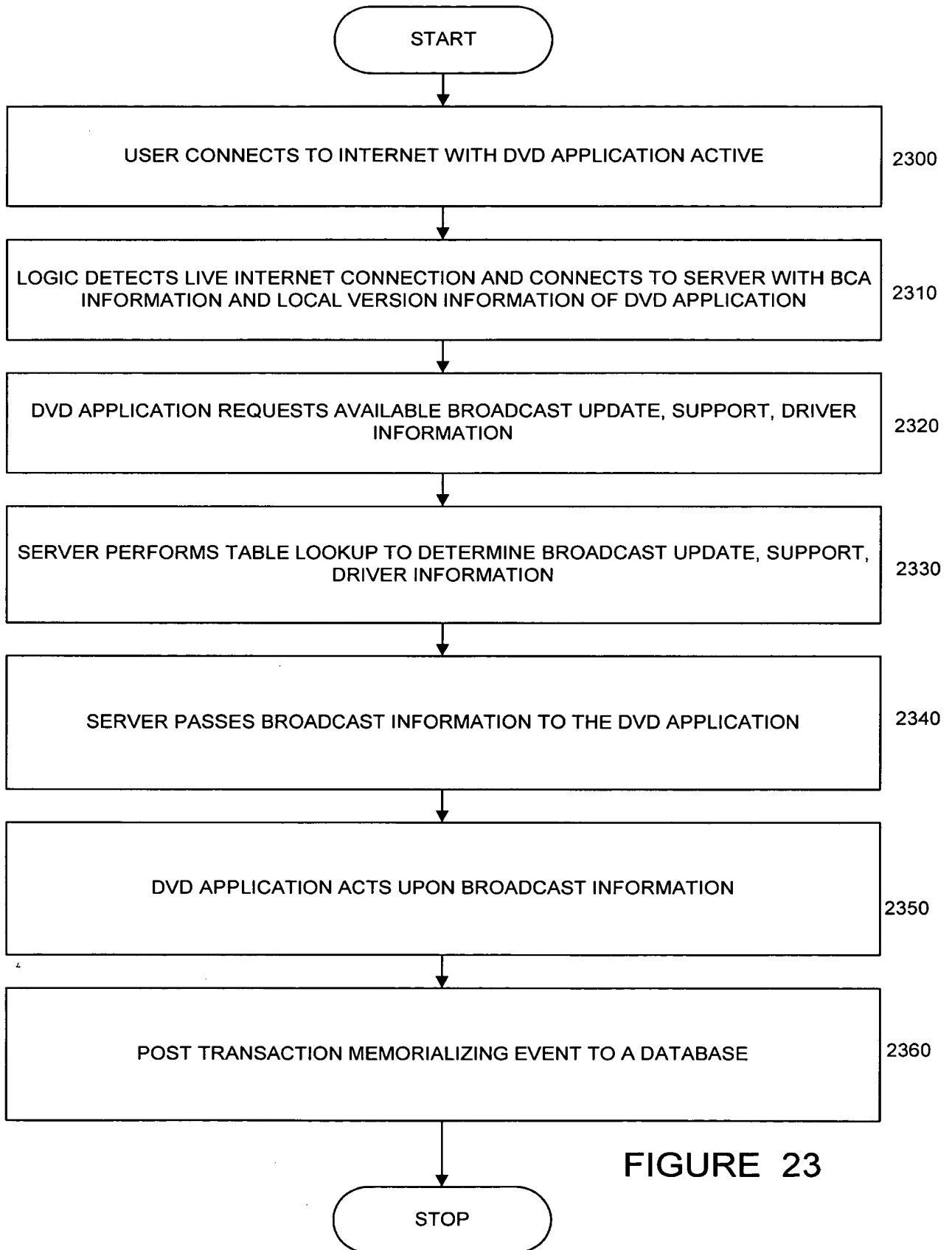


FIGURE 23